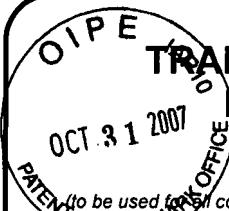


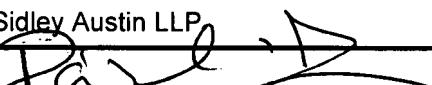
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 <p><i>(to be used for all correspondence after initial filing)</i></p>		Application Number	09/903,650
		Filing Date	July 13, 2001
		First Named Inventor	Kyoung Ro Yoon
		Art Unit	2623
		Examiner Name	Justin E. Shepard
Total Number of Pages in This Submission	13	Attorney Docket Number	24286/81351

ENCLOSURES (Check all that apply)

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<input type="checkbox"/> Extension of Time Request	<input type="checkbox"/> Terminal Disclaimer	<input checked="" type="checkbox"/> Other Enclosure(s) (please identify below): Request for Continued Examination (RCE) Transmittal
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<input type="checkbox"/> Reply to Missing Parts under 37 CFR 1.52 or 1.53		
Remarks		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT

Firm Name	Sidley Austin LLP		
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Printed name	Ferenc Pazmandi		
Date	October 29, 2007	Reg. No.	L0078

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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re application of: Kyoung Ro Yoon et al.
Title: Multimedia Service System Based on User History
Application No.: 09/903,650
Filing Date: July 13, 2001
Examiner: Justin E. Shepard
Group Art Unit: 2623
Confirmation No.: 1629
Law Office: Sidley Austin LLP
Mail Stop RCE
Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Examiner Shepard:

This is a Response to the Final Office Action dated July 27, 2007 for the above-referenced Application. Applicants respectfully request reconsideration of the Application in view of the following amendments and remarks.